



STATE OF WASHINGTON
WASHINGTON STATE BOARD OF HEALTH
*1102 SE Quince Street • PO Box 47990
Olympia, Washington 98504-7990*

June 12, 2002

To: Linda Lake, Don Sloma
From: Craig McLaughlin
Re: State Health Report Communication Plan

You asked me to put in writing our discussions about distributing the State Health Report and communicating its contents. The primary audience comprises state policy makers who are in a position to act on its recommendations. Secondary audiences include public health leaders and the media. Since the Governor's Office has not promoted the report, we need to be somewhat cautious about overstating its import and impact to the media. We are in the process of printing 500 copies with a nice cover and those should be delivered soon. Many of the following activities will begin as soon as we have the published report in hand.

- **Agency Directors:** Don and Craig will schedule meetings with Mary Selecky, Ida Zodrow, and Dennis Braddock (or Bill Hagens) to review the report, thank them for their help, and discuss ways to implement the recommendations.
- **Legislature:** We will deliver three copies to the Washington State Library and ask that it be listed in the Legislative Alert. This is the most we are allowed to do unless the Legislature initiates a request for the document.
- **OFM:** We will deliver copies to the policy and budget staff assigned to the Department of Health, the Health Care Authority, and the Department of Social and Health Services, as well as to the director, the deputy director, and the HRSA grant team.
- **Subcabinet:** The Governor's Subcabinet on Health is expected to reconvene in late June. Don will distribute copies there and is trying to get the report placed on the agenda.
- **Agency Medical Directors:** Don will take copies to the first meeting after the report is delivered and present the report as an agenda item.
- **Media:** Craig will mail the report as background information to a short list of key journalists focused on health but will not try to push for stories on the report itself without collaboration with the governor's press office.
- **Public Health Community:** Craig has submitted an abstract for the Joint Conference on Health in October. Linda will be the presenter; Ida, Bill, and Ree Sailors will participate.
- **NGOs:** We plan to distribute the report to foundations, professional association, and academic centers. How the report is presented to these groups will depend on the response to the report at the subcabinet meeting.